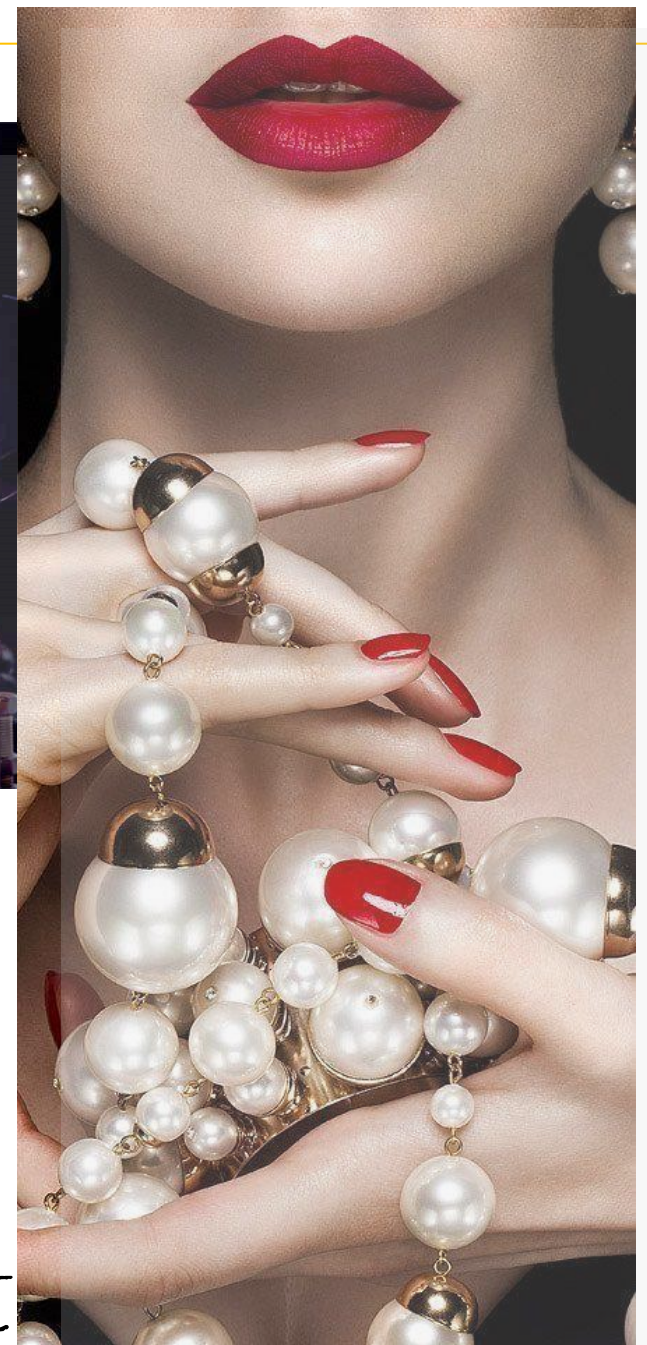


JEWELLERY
COUNCIL
SOUTH
AFRICA



2023 Annual Report
And 2024 Plans

*Africa's Premier Jewellery
and Watch Exhibition*

**Watch
this space!**

*We'll be sharing
exciting details
soon.*



JEWELLERY
COUNCIL
SOUTH
AFRICA

jxa
JEWELLEX AFRICA 2023

We're back!

DATES: Sunday, 3 September - Monday, 4 September

VENUE: Wanderers Club, Illovo, Johannesburg **BOOKINGS:** elsad@jewellery.org.za

Office: 011 484 5528 | Elsa da Silva: 082 214 0028 | Darryl van der Linde: 083 233 5831 | jewellex@jewellery.org.za

Thank you for supporting Africa's
Premier Jewellery
and Watch Showcase!

Jewellex Africa is a trade exhibition
and does not support trade with end
users / private individuals.

The exhibition is not open to the
members of the public.

The Jewellery Council of South Africa
does not support parallel events that
detract from Jewellex.

The Jewellery Council of South Africa
reserves the right to decline
participation of companies selling grey
goods / products / brands which do not
belong to the local agent.

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MESSAGE FROM THE CHAIRPERSON

CHRIS VAN RENSBURG

Reflection On The State Of The Industry In 2023

The 2023 year started with cautious optimism with much hope for a better year than the previous one.

Despite many challenges ranging from loadshedding, fuel price hikes and other economic factors, reports from retail on the recent festive season indicates growth in tourism and jewellery sales. The jewellery industry continues to find sustainability challenging. The council is dealing with many legislative requirements on behalf of members, to assist with compliance. These include the Domestic Reverse Charge, the Financial Intelligence Centre Act and dealing with SARS to smooth out processes of VAT refunds to tourists.

Looking forward to 2024, from media reports, the initial indications are that we see the economy starting the year in mild recession/broad stagnation, but growth again later in the year. The 2024 elections will determine how government policy responds to the country's challenges in the global market.

We as an industry need to continue working together to achieve growth and prosperity and I believe this is possible after experiencing what we have since Covid.

I implore you to interact with the Jewellery Council for us to facilitate structures to achieve our common goals.

Wishing you all the best for the New Year!

MESSAGE FROM THE CEO LORNA LLOYD

Tough market conditions prevailed for the jewellery industry over the past year!

Post-covid, jewellers are picking up the pieces and although future prospects and opportunities grow in this new environment, it may take years to get to where they once were.

Chairperson, Chris van Rensburg and his Vice-Chairperson, Nthabiseng Xaba, continued in their roles of leadership of the Council with the assistance of the board and CEO on all strategic platforms. In addition, Dave Newman resumed his position as Chairperson of the Jewellery Manufacturers' Association of SA.

Although the number of staff compliment decreased to three, we maintained a high level of service to members and continued to assist with important issues that affect their businesses.

Some of the pertinent projects which the council became involved in are listed below, full details of which are outlined in the report below:

- Legislative changes - the new VAT regulations which introduced the Domestic Reverse Charge (DRC) that affects vendors buying and selling gold and gold jewellery. Submissions were made to National Treasury and SARS to amend the regulations.
- Amendment of the FIC Act – relating to suppliers of high-value goods receiving payment above R 100 000 and who are now 'Accountable Institutions' under the FICA legislation.
- Establishment of a database of past employees who have resigned or have been dismissed due to underperformance/suspicious/criminal circumstances.





MESSAGE FROM THE CEO CONTINUED

LORNA LLOYD

- Jewellery Africa 2023 hosted for the first time since 2019. It was an honour to offer this opportunity for our industry to meet up from all corners of the country and what a success!
- The Jewellery365 online business-to-business platform to be regenerated for promotion to the local and international trade.
- Offer of exhibiting at international shows with financial support from the Department of Trade Industry and Competition (DTIC).
- Assistance to members in dealings with the SA Diamonds and Precious Metals Regulator relating to permits and licensing.
- Support and protection of members relating to consumer dealings - 'Generic Indemnities and Disclaimers'
- Distribution of Consumer Education Brochures to help educate customers.
- Dispute resolution services offered by the JCSA between member Jewellers and consumers.
- Guidelines and Recommended trade practices relating to Laboratory-grown Diamonds.
- New procedures for sales to tourists claiming VAT.
- Distribution of crime-related incidents

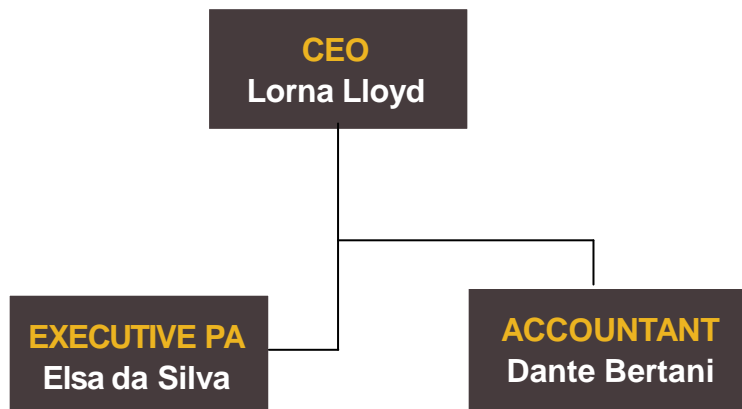
***“ Staff of the Council
maintained a high level of
service to members over
the past year ”***

JCSA STRUCTURES

JCSA

Human Resources

The council's staff complement is as follows:



JCSA Executive Committee

Chairperson	Chris van Rensburg Studio C
Vice Chairperson	Nthabiseng Xaba Sibahle Studio
C.E.O.	Lorna Lloyd JCSA
	Dave Newman Tshwane University of Technology
	Kevin Friedman Frankli Wild
	Imraan Mahomed Isikhova Media
	Bheki Ngema Ben & Co Designs
	Viresan Chetty Diamante Antwerp
	David Bolding Free Range Jewels

Executive Committee representation

This committee deals with the management and day-to-day matters of the Council and meets monthly.



The Board deals with broad industry-related issues and meets quarterly. The current Board is made up as follows:

Representation	Company	Name
JMASA – Manufacturing Division		
Medium	Studio C Manufacturing Jewellers	Chris van Rensburg
Small	Diamante Antwerp	Vireshan Chetty
Western Cape	Free Range Jewels	David Bolding
JASA – Retail Division		
Small	Ben & Co Designs	Bheki Ngema
	Frankli Wild	Kevin Friedman
Medium	Jack Friedman	Howard Fevrier
Large	The Foschini Group	Khalid Mohamed
JAWDA – Wholesale		
	Jenni Collections	Bruce Gault
Projects Sub-Committee		
	JCSA CEO	Lorna Lloyd
Mining		
	Anglo American Platinum	Fahmida Smith
	De Beers	Kagiso Fredericks
Mineral research		
	Mintek	Anne Mufamadi
Indian jewellery		
	Piyuve Jewellers	Aroon Bhoora
HDI jewellers		
	Sibahle Jewellery	Nthabiseng Xaba
Refineries		
	Metal Concentrators	Grant Crosse
	Cape Precious Metals (co-opted)	Sharon Eades
Diamond industry		
	To Be Advised	
Retail interest group (Chevron)		
	Elegance Jewellers	Nick Mavrodaris
Publishing		
	Isikhova Media	Imraan Mahomed
Training		
	Tshwane University of Technology	Dave Newman

Regional Structures Committees

These Committees deal with matters specific to their regions and meet once a year, but more often if required. Members can address concerns and ideas with these committees.

Western Cape

Chairperson	Prins & Prins – Petré Prins
	David Bolding Goldsmith – David Bolding
	Goldmaster Jewellery - Graham Miller
	Winhall & De Stadler – Peter Winhall
	Peter Gilder – Brendon Parr
	Uwe Koetter – Johann Louw
	Panda Diamonds – Brian Magid
	Murcia & Co – Jarrid Murcia
	Cape Precious Metals – Sharon Eades

KZN

Chairperson	Piyuve – Aroon Bhoora
	Ashok Jewellers – Ashok Shah
	Cape Precious Metals - Malcolm Jenner
	Cherry Designs - Kyle Luke Cherry
	Narandas Jewellers - Aashir Narandas
	Shah Jewellers – Shikant Shah
	Vawda Gold Gem Jewellers - Mohammed Manack
	Vijay Shah Concepts - Vijay Shah

Eastern Cape

Chairperson	Touchstone - Glenn Williams
Vice Chairperson	Goodwins – Rodney Goodwin
Secretary	Havilah Gold Creations - Carol Jackson
	Cape Precious Metals – Renee Sangerhaus
	Jenni Collections - Bruce Gault
	Ritco Manufacturing Jewellers – Mathias Schmidt

Arbitration & Disciplinary Committee

In terms of our Memorandum of Incorporation, the Arbitration and Disciplinary Sub-Committee holds office for a period of three years. This committee's function is to deal with regional disputes between members, as well as to adjudicate and make recommendations to resolve disputes between member jewellers and consumers.

The committee members are:

GAUTENG	
Studio C	Chris van Rensburg
Watts Jewellers	Cornel VD Westhuizen
Julian Prior	Precision Setters
KWA-ZULU NATAL	
Vijay Shah	Vijay Shah
Piyuve	Aroon Bhoora
Shah Jewellers	Shikant Shah

WESTERN CAPE	
David Bolding	David Bolding
Diamonds of Africa	Peter Winhall
Goldmaster	Graham Miller
Prins & Prins	Petre Prins
EASTERN CAPE	
Dennis Collins Jewellers	Dennis Collins
Havilah	Charlie Jackson
R D'Amato Jewellers	Michel Nunes



Non-profit Company

The Jewellery Council of SA is an industry association registered as a non-profit company and its NPO number is 067-544-NPO. It is recognised by the Department of Trade, Industry and Competition (DTIC) as a Joint Action Group (JAG), which allows the Jewellery Council to participate as a Project Co-ordinator in funded export-related projects with members.



RESTRUCTURING OF THE JEWELLERY COUNCIL OF SA

In 2023, arising out of the Jewellery Council's need to become more financially viable; to increase its resources and to become more sustainable, the Board initiated discussions on how to achieve these important goals.

A process of restructuring commenced to increase the scope to incorporate a broader selection of companies into its membership base. By increasing the scope, refiners, and other industry sectors such as gemstone dealers, diamond wholesalers, numismatists and supporting industries will be included under separate divisions with their respective committees and representation on the council's Board.

Many legislative changes are in the pipeline that will be affecting our industry, and to address these, government requires a conduit through which the industry can liaise with them. As government already recognises the Jewellery Council as the representative body and voice of our industry, our existence is crucial for the role we will be required to play.

Interactive discussions will be held with members in January 2024 to proceed with the restructuring.

We invite input from members!

MEMBERSHIP CATEGORY	OCTOBER 2022	OCTOBER 2023	%
JAWDA membership (wholesale and importers) of which are: Services Members	105 (29)	139 (31)	32.38 %
JASA (retail) membership total	666	672	0.90 %
JASA individual membership (this excludes chain stores) - Including Second-hand Dealers	183 (37)	198 (37)	
JASA chains membership	483	483	
JMASA (manufacturers) membership total of which are:	256	269	5.08 %
Corporate	168	172	
Emerging	13	14	
One Man Businesses	75	83	
Student membership (no charge)	(21)	(13)	
TOTAL	1027	1080	5.16%

Note that the chain stores consist of the following:

- The Foschini Group – TFG
(American Swiss, Sterns and Foschini stores with jewellery)
- Arthur Kaplan Jewellers

MEMBERSHIP REPORT

The Jewellery Council of SA is made up of the following divisions:

- Jewellery Manufacturers' Association of SA (JMASA) (representing manufacturing jewellers). It also represents the interests of refiners, art/contemporary jewellers, and CAD Designers/technicians
- Jewellery & Watch Distributors' Association of SA (representing wholesalers and importers, as well as diamond dealers);
- Jewellers' Association of SA (JASA) (representing jewellery retailers and chain stores);
- Service members that are from supporting industries, such as insurance companies, security companies, computer software, marketing, and advertising companies, etc.

Art Jewellers

The art/contemporary jewellers' sub-division of the JMASA, represented by Geraldine Fenn from Tinsel on the Executive Committee, looks for avenues to expose these specialised jewellers' products on retail platforms.

CAD Technicians and Designers

CAD technicians and designers also forms a sub-division of the JMASA. It is envisaged that a sub-committee will be formed to consider opportunities and challenges in the new year.

Constituent Bodies

The council also represents mining houses as Constituent Bodies such as De Beers, Anglo American Platinum, as well as Mintek.

CONSUMER COMPLAINTS

The Jewellery Council offers a service in which we mediate between members and consumers when disputes may arise. The aim is to protect our members and to reach a fair outcome for both parties, keeping in mind that consumer confidence is paramount.

All members pledge to abide by a Code of Ethics and Conduct and are subordinate to the mediation and arbitration processes of the council by virtue of its Memorandum of Incorporation. This means that we will not be able to assist with complaints against non-members, as we have no jurisdiction over them.

MONTH		RESOLVED	UNRESOLVED
JANUARY	0		
FEBRUARY	1	1	
MARCH	3	2	1
APRIL	1	1	
MAY	1	1	
JUNE	1		1
JULY	2	2	
AUGUST	1	1	
SEPTEMBER	1	1	
OCTOBER	2	2	
NOVEMBER	2	2	
TOTAL	15	13	2

STATEMENT OF CLAIMS AND ARBITRATIONS BETWEEN MEMBERS

MONTH		RESOLVED	UNRESOLVED
JANUARY			
FEBRUARY	2	1	1
MARCH	1	1	
APRIL	1	1	
MAY	3	2	1
JUNE	1	1	
JULY	0		
AUGUST	0		
SEPTEMBER	0		
OCTOBER	0		
NOVEMBER	1		1
TOTAL	9	6	3

MEDIATION, ARBITRATION AND CAUTIONARY NOTICES

Members continue to make use of the mediation and arbitration facilities offered by the council in instances where disputes arise from time to time. This facility refers specifically to issues such as outstanding debts and other disagreements and allows members to reach amicable solutions without spending huge amounts on legal fees.

Arbitration proceedings are subject to the Arbitration Act and any amendments thereof. The Arbitration committee makes use of professionals to assist them in the course of their duties and will make a suitable award on the matter, as well as the costs.

Such award may also become legally binding through application to the High Court.

It has become the council's practice to continue to mediate on disputes purely for failure to pay for goods or services.

After a point is reached at which reconciliation is not reached, the members are advised to pursue such matters through traditional legal channels such as through litigation in the civil courts. It is NOT the function of the Board to act as debt collectors and it does not have the capacity to engage in such activities.



LEGISLATION

South African Diamonds and Precious Metal Regulator (SADPMR)

Mr Ernest Blom served on the Board of the Regulator, providing his advice and expertise in the interests of the diamond and jewellery industry.

Upon request from the council, the Regulator shared a simplified list of license application requirements which was shared with members.

We continue to assist members who experience challenges when applying for Jewellers' Permits, Refining Licenses and Precious Metals Beneficiations Licenses.

Although the Liaison Committee, made up of representatives from industry and the Regulator, did not meet as often as we could, we maintain a good relationship with the government agency and discuss issues of concern when they arise.

Mining Charter

In terms of the High Court judgement handed down on the Mining Charter in favour of one of the council's members, the SADPMR confirmed that they would no longer enforce the Mining Charter, which has been set aside for the diamond and jewellery industries.

Domestic Reverse Charge (DRC)

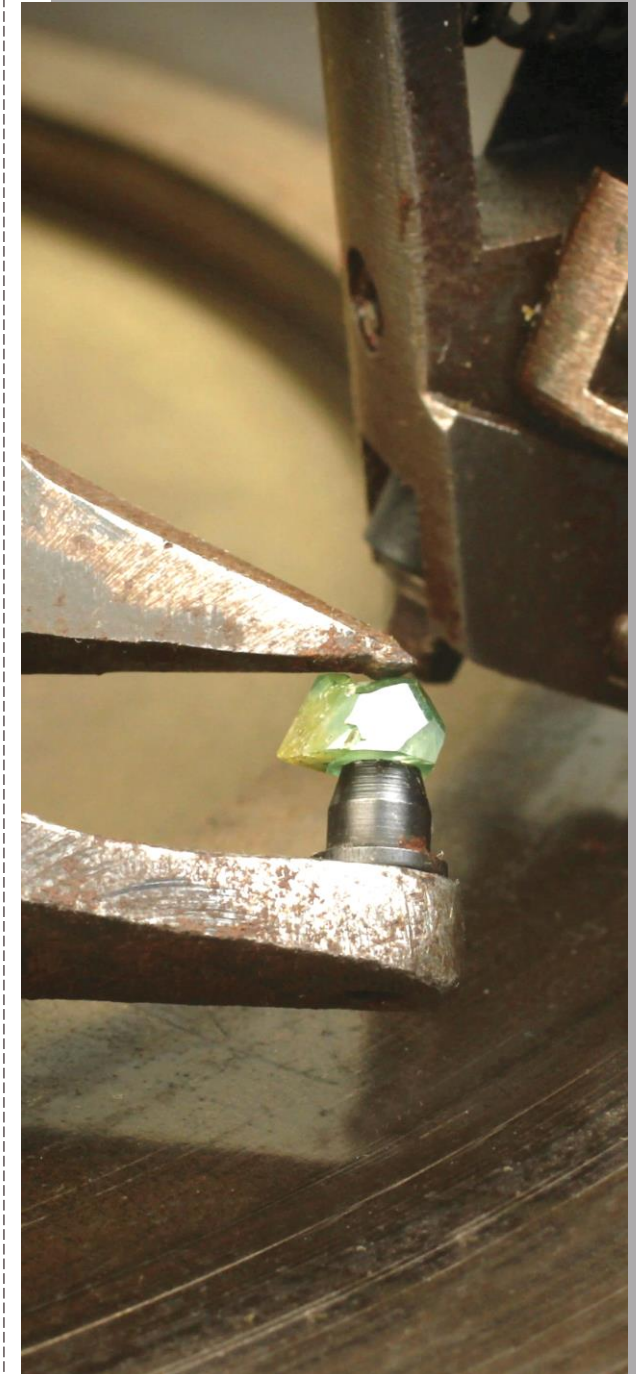
The DRC regulations relating to valuable metal in terms of the VAT Act became effective in July 2022. Since then, the council has continued to assist members with resources and online webinars to become compliant.

In August 2023, we made two submissions to National Treasury and SARS on the draft 2023 Tax Bills and amendments to the DRC regulations. The first was to recommend that the DRC Regulations be amended to remove the exclusion of "goods produced from raw materials" by any "holder" or its contractor.

The second was to request the removal of insurance companies from the DRC regulations, given the detrimental effect it was having on the jewellery industry.

The council again made the same two submissions to National Treasury in November for consideration in the 2024 budget review.

A consultative workshop was held with National Treasury and SARS on 8th December to provide more information and further motivation in the prioritisation of our submissions



LEGISLATION

SANS 29:2023 and ZA Mark

The council was pleased to report to members that the SABS published the SANS 29:2023 (Ed. 4.01) in 2023. The Council purchased the license, and we received authorisation from SABS for members to utilise our license.

Refer to the table on the right with the legislated caratages were included.

In terms of the ZA Mark, the current legislation remains. This states that all locally produced products of precious metal and silver destined for the local market above 1g in weight per unit shall be stamped with a 'ZA' marking for all jewellery that is locally sold.

You may recall that the Jewellery Council made a submission to SABS four years ago relating to the ZA mark to remove the oval around the "ZA". The SANS 29: 2023 now provides that it is no longer a requirement to stamp the ZA mark with an 'oval' around it.

Table 1 — Designation of precious metals

1	2	3	4
Precious metal alloy	Designation	Fineness (parts per 1 000, min.)	Mark
Platinum	Pt950	950	Pt950
	Pt900	900	Pt900
	Pt850	850	Pt850
Palladium	Pd950	950	Pd950
	Pd900	900	Pd900
	Pd850	850	Pd850
Gold	G995	995	24 ct
	G916	916	22 ct
	G834	834	20 ct
	G800	800	19,2 ct
	G750	750	18 ct
	G585	585	14 ct
	G416	416	10 ct
	G375	375	9 ct
	G333	333	8 ct
	G209	209	5 ct
Silver	S999	999	999
	S925	925	925
	S835	835	835
	S800	800	800

LEGISLATION

Financial Intelligence Centre Act (FICA)

National Treasury amended the FIC Act in December 2022 and requires that a person who carries on the business of dealing in high-value goods in respect of any transaction to the value of R100 000,00 or more, to register as an Accountable Institution.

In addition to assisting members with guidelines and webinars, the council partnered with CR Trustees to provide our members with an online e-learning solution providing easy access for owners and staff, at their own pace, having regard to time availability. Attendees who complete the course receive a certificate.

Consumer Goods and Services Ombud (CGSO)

The Consumer Goods and Services Ombud (CGSO) is the consumer goods and service industry's *compulsory* Ombud scheme for resolving complaints by consumers against jewellers. Members were again advised that it is mandatory for them to register with the fund, despite the Jewellery Council continuing to offer a mediatory service when disputes arise between members and consumers..

Consumer Protection Act (CPA)

The council recirculated guidelines to jewellers on the CPA, the aim of which was to guide them relating to transactions with consumers and their rights.

We reiterated that the issue of consumer confidence which was not reflected in the Act. As such, we stress that it is important for jewellers as the supplier to determine the importance of the relationship they have with their customer. Would it be in their interest to provide a credit or refund, and possibly keep the customer?

SARS and VAT Claims

The council approached SARS on behalf of members who were not receiving claims submitted to SARS for Notional VAT as well as Import VAT.

Information such as VAT numbers, details of challenges being experienced, and VAT claim amounts outstanding were communicated to SARS, who dealt with each claim independently.

SOCIAL RESPONSIBILITY

Chairperson's Fund

The Chairperson of the Council, Chris van Rensburg, established the Chairperson's Fund in 2007.

The purpose of the fund is to contribute to transformation and the integration of technology and design in the jewellery industry by acknowledging excellence in jewellery design. This will support selected training initiatives focused on developing capacity to utilise technology in the production of jewellery or other identified needy projects.

The fund is currently on hold due to financial constraints.



FINANCIAL REPORT

Jewellery Council of South Africa NPC - Administration

Financial Statements for the year ended 31 December 2022

Statement of Financial Position as at 31 December 2022

Figures in Rand	Note(s)	2022	2021
Assets			
Non-Current Assets			
Property, plant and equipment	2	79 368	98 818
Current Assets			
Trade and other receivables	3	572 724	41 135
Cash and cash equivalents	4	1 600 128	2 970 162
		2 172 852	3 011 297
Total Assets		2 252 220	3 110 115
Equity and Liabilities			
Equity			
Accumulated loss		(13 584 538)	(12 775 281)
Liabilities			
Non-Current Liabilities			
Loans from group companies	5	15 609 423	15 666 868
Current Liabilities			
Trade and other payables	6	227 335	218 528
Total Liabilities		15 836 758	15 885 396
Total Equity and Liabilities		2 252 220	3 110 115

FINANCIAL REPORT

The **Audited Financial Statements** for the period ended 31 December 2022 were made available for inspection by members.

The **Statement of Comprehensive Income** represented a loss of R809 257 compared to R 1 470 807 in 2021. The loss was because we have not embarked on many income-bearing projects. The ShopJewellex retail show did not produce the results we had hoped for.

The **Statement of Financial Position** represents assets valued at R2 252 220, compared to R3 110 115 in 2021. The decrease is related to a decrease in cash and cash equivalents and was necessitated due to cash flow pressures which arose because of the loss for the year.

The council did however host Jewellex Africa in 2023 as an income-bearing project, the financial results of which will be published in the 2023 financials.

Cost-cutting measures which had been implemented in 2021 prevailed.

Suspension of members

The council's accounts department takes much care and ensures that all fees are collected; however, although leniency will be demonstrated, 2022 debtors will be suspended should payment not be received..

JCSA Debtors

The debtors' book between 2019 and 2023 was poor due to the ramifications of the Covid-19 pandemic, however, with consistent reminders and calls, much of this has been collected. The council implemented a system for members to pay off their fees monthly which worked well.

We trust that Christmas trading was successful and that members will once again be able to settle their debts.



PROJECTS

Guidelines & Recommended Trade Practices Relating to Laboratory-grown Diamonds

The Jewellery Council has formulated guidelines for recommended trade practices for laboratory-grown diamonds. The purpose of the guidelines is to promote consumer confidence by ensuring that consumers receive complete and unambiguous information about what they are buying and to ensure that the jewellery industry's reputation is safeguarded.

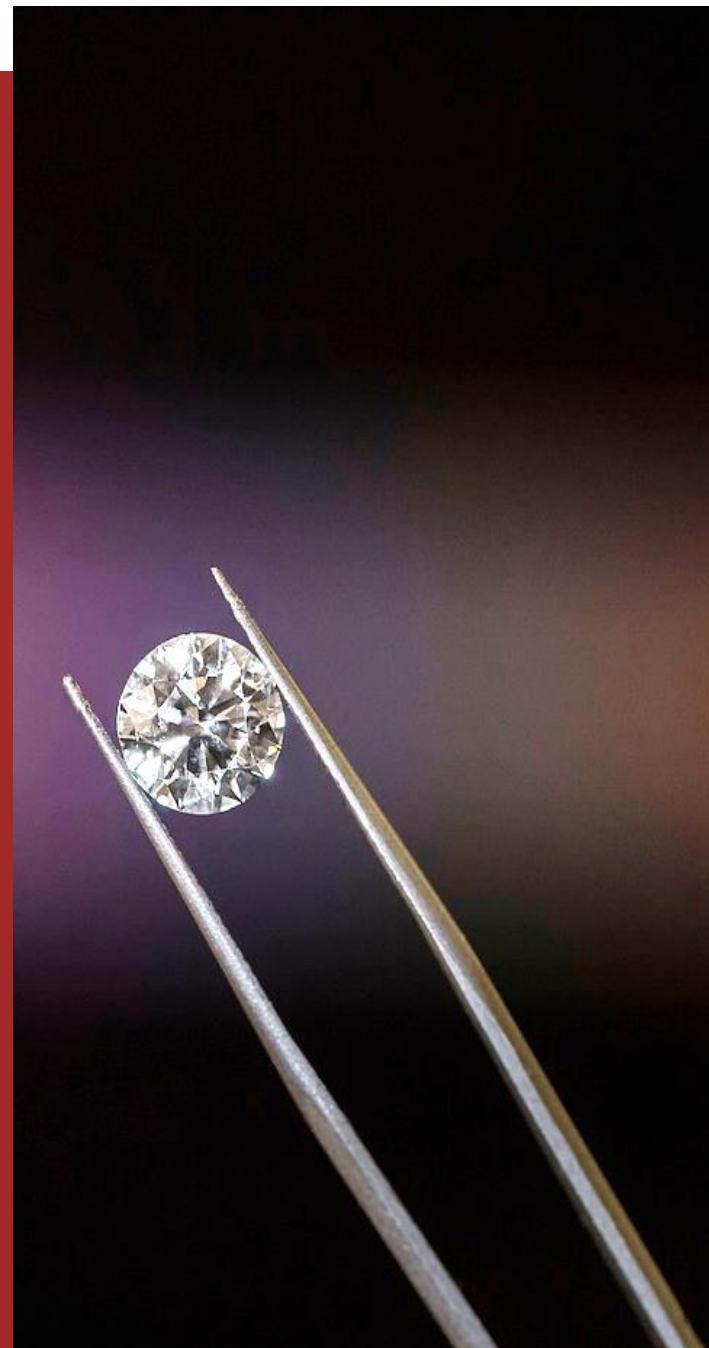
The council consulted with industry experts as well as international organisations such as CIBJO, of which we are non-executive members, and De Beers, to develop this guide for member jewellers and diamond companies.

The Guidelines will be published in early 2024.

Database of Past Employees

The council has created a database of past employees who have resigned or have been dismissed underperformance/suspicious/criminal circumstances. Members have an opportunity to contact the council when employing new staff to learn if they have been employed in the trade, and whether such applicant has been dismissed or resigned.

For legal reasons, the council does not request or provide the reason for the dismissal. Members will however be able to contact the previous employer to obtain a reference.





PROJECTS

Offering E-Commerce Website

The Jewellery Council partnered with DNS Enterprises to offer members very affordable e-commerce websites, which would allow them to sell their products and services online using their distinctive branding and logos.

The first option is a standard template at a cost of R2 100, excluding VAT. An elaborate designer website costs R4 500, which includes, amongst others, a 5-to-8-page website, a web domain registration, hosting and personal emails, meta tags and html coding targeted at the company's specific market, search engine friendly website, website marketing advice, 3-month guarantee, ongoing support and maintenance, and training.

POPI Act

As the Protection of Personal Information Act (POPI) came into being on 1 July 2021, we continue to assist members to complete compulsory registration forms and educate them with free POPI introduction and compliance Webinars through an attorney's firm.

JZA Magazine

The JZA consumer-retail magazine, which is officially endorsed by the Jewellery Council, continues to be published by a very efficient team at Isikhova Media, the strategy of which is to support the marketing of jewellery to the consumer. We believe that the publication brings jewellery retailers and their offerings directly to the consumer through online store traffic and foot traffic in stores but has also ensures that consumers are able to identify with the JCSA member code of conduct to buy jewellery with confidence.

PROJECTS

Jewellex Africa

Jewellex Africa is the premier trade fair of the South African jewellery industry and has been hosted by the Jewellery Council of South Africa for over 45 years.

A successful Jewellex Africa 2023 was hosted by the Jewellery Council on 3rd and 4th September, for the first time since 2019 at the **Wanderers Club in Illovo**. The show was held on a smaller scale and allowed suppliers, wholesalers, manufacturers, and service providers to sell to the **trade only!**

One of the main objectives of Jewellex is to become the trading hub of Africa and thereby offering international countries an opportunity to see what 'Africa' has to offer under one roof. It further aims to provide a secure trade platform for product distribution into and out of Africa.

Preferential rates were secured at the Protea by Marriott Hotel Wanderers for our visitors and exhibitors, which was close to the Wanderers Club.

A Business Breakfast was held on the first morning of the show, sponsored by Rand Refinery Limited, one of the largest integrated single-site precious metals refining and smelting complexes in the world.

Only members of the trade were invited to attend the exhibition. All members were automatically pre-registered, and non-members were required to pre-register online.

Jewellex is a trade exhibition and does not support trade with end users / private individuals.

Thank you to our proud sponsors:

Brinks SA:	Lanyards
Rand Refinery Ltd:	Business Breakfast
Metal Concentrators:	Carrier Bags

Jewellex Africa 2024 will be taking place on 8th and 9th September, once again at Wanderers Club.



Name Badge Lanyards



RAND REFINERY

Business Networking Breakfast



METAL CONCENTRATORS

Visitor Carrier Bags

Jewellex365

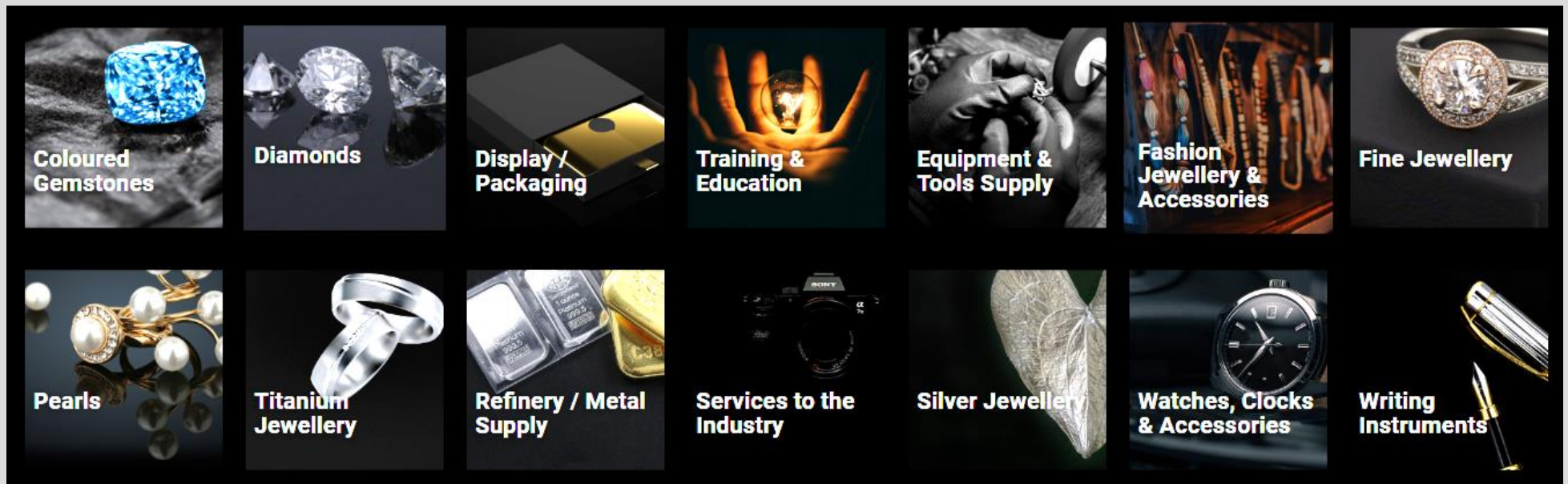
B2B Online Hub

Jewellex365 B2B Online Platform

The Jewellex365 online business-to-business platform allows suppliers, wholesalers, manufacturers, and other supporting industries to sell goods and services to the trade.

This platform facilitates business opportunities between local and global trade. Participants on the platform can continuously upload and display new products and services throughout the year, which will encourage an ongoing flow of potential buyers. At present, this platform lacks participation, and we are working on some strategies to make it more effective.

We invite interested parties to visit the site on the following link: <https://jewellex365.co.za/>





JCSA Recommended Disclaimers

The council recirculated examples of indemnities and disclaimers, the aim of which is to protect members when taking possession of items that belong to the public. We have reiterated the importance of taking the Consumer Protection Act into consideration to ensure that we are mindful of legislation.

Members can decide which of the shared indemnities and disclaimers apply to them, which they may display in-store or print on quotations and receipts.

Jewellery Council Risk Initiative

The Jewellery Council Risk Initiative (JCRI) has been in operation for twelve years and members receive regular updates on crime incidents reported by jewellery stores from the Consumer Goods Council of SA (CGCSA). The Committee, which meets quarterly, includes representatives from the Consumer Goods Council of SA, industry, NPA, provincial SAPS, private mall security (Fidelity), and insurance companies. This committee strategises on ways to combat crime that is affecting us.

Sadly, crime has deteriorated due to the current environment in our country. We have published a list of recommendations/tips which jewellers and shopping centres are encouraged to implement.

We have specifically encouraged retailers to implement the use of high-quality CCTV systems; ensuring that all employees and security are regularly vetted; installation of security gates; installation of smoke alarms; not allowing individuals into the store after business hours; reporting suspicious behaviour; distributing high-value items throughout the store in display cabinets; etc.

It is imperative that our jewellers work together to share as much crime-related information as possible and that they do this as soon as possible after the incident

Standardising of Valuation Practices for the JCSA

Each year, the JCSA revises its “Recommendations for Valuation Practices”.

We continue our discussions with the insurance companies to get their support for our recommendations, which are:

- Replacements versus cash settlements – once cash settlements are permitted the jewellers lose the sale.
- Replacements by jewellers who have sold the item – as consumers build relationships with the jewellers who sell them their jewellery, they do not want to be forced to have replacements done by jewellers they do not know.
- Request to vet jewellers on insurance panels – if the council can assist in the vetting of these jewellers, consumers will be referred to ethical jewellers who abide by a code of conduct.
- Companies on insurance panels should be members and would therefore be subject to the council’s arbitration and rules **should they step out of line.**

The DRC has had a huge effect on the jewellers working in the insurance space and we hope that through our representations to government, that these issues will be resolved.

Promoting Locally Manufactured Jewellery

The JMASA continues to pursue the policy of promoting locally manufactured jewellery and will make further efforts to ensure that importers have a better understanding of the potential benefits of employment and beneficiation. We encourage local manufacturers to promote themselves to importing wholesalers and offer an ‘import replacement’ service.

GIZ Manager Training Programme 2023

In January the Department of Trade, Industry and Competition (DTIC) partnered with The Deutsche Gesellschaft Fur Internationale Zusammenarbeit (GIZ) of Germany to capacitate SA companies who wish to better understand the German market and its business culture. The initiative intends to attract companies with export potential from different sectors, targeting Germany as a market for their products and services.





TRAINING

JCSA Jewellery Manufacturing Trade Certificate

The JMASA offers the Jewellery Manufacturing Trade Certificate (JMTC), which is an industry-endorsed/certified test set up for the industry. This is an industry-recognised qualification and is in no way intended to compete with the government-sanctioned trade test.

Professional Technical Skills Certificate (PTSC)

The Professional Technical Skills Certificate has been running for six years, the aim of which is to recognise specialised skills, which are not being trade-tested. The JMASA has acknowledged that a great deal of informal training takes place in the workplace and this certificate is a formal recognition of skills gained by employees in this way. Five certificates were issued in 2023.

CAD Technicians and Designers

The development of the CAD qualification has been completed and submitted to the Mining Qualification Authority. Although there have been some delays in approval from the Quality Council for Trades and Occupations (QCTO), we are optimistic that the qualification will be registered by January/February 2024.

Development of Horology Qualification

Over the past year, the Horologist Association of SA and various watchmakers from around the country, have been working with the Mining Qualification Authority (MQA) and the Quality Council for Trades and Occupations (QCTO) to develop a horologist qualification. It is envisaged that the qualification will be finalised in 2024.

The Jewellery Council is committed to supporting the development of the qualification. Parties who are interested in becoming involved are requested to call the council.

Mining Qualification Authority (MQA) Discretionary Grants

The Jewellery Council communicated an opportunity on behalf of the MQA for the trade to apply for discretionary grants from the MQA, which will allow employers to submit applications for funding to train staff.

INTERNATIONAL PROJECTS

International Trade Shows

Our most important international project is the offering of exhibiting to manufacturing jewellers at international shows. The Department of Trade Industry and Competition (DTIc) provides funding for travel, accommodation, stand hire, furniture and showcases.

In 2023, the DTIc amended their rules which now exclude sole proprietors, who have been encouraged to register a (Pty) Ltd to qualify for financial assistance. This new amendment now requires jewellers to present audited financial statements as part of their applications. The council has guided sole proprietors to assist with compliance.

Groups of ten companies exhibited at JCK Las Vegas, New York Now and JIS Miami in 2023. The Hong Kong International Jewellery Show will be added to the list of exhibitions in 2024.

Tax Refunds to Tourists

The Jewellery Council continued to share the most updated information received from The Tax Refund Administrators to assist tourists buying from jewellers, with processes to claim VAT refunds when departing from South Africa.

In April 2023, SARS appointed a new service provider to administer the VAT refund system at various exists in South Africa. Jewellers have been requested to try to solve any queries by visiting their website at <https://vatrefundagency.co.za/> before contacting the new providers. The Jewellery Council has however been requested to step in as the service currently being offered is sub-standard.

PlatAfrica 2023

Hosted annually by Anglo American Platinum in partnership with Metal Concentrators and Platinum Guild International (PGI India), the Jewellery Council, once again, assisted in the marketing of PlatAfrica 2023 to the jewellery industry.

The CEO of the Council, Lorna Lloyd, was honoured to be invited as a judge of one of the design categories in the competition.

PlatAfrica aims to promote innovation and technical expertise in platinum jewellery design and manufacturing in South Africa.



VIEW
NINE

YOU COULD TAKE HOME THIS EXQUISITE
9KT ROSE GOLD RING WITH A CUSHION-CUT
MORGANITE GEMSTONE AT ITS HEART, SURROUNDED
BY SMALL ROUND BRILLIANT DIAMONDS, VALUED AT

R37,500

Win

Dating back to the early 20th century, the precious morganite stone was initially discovered in Madagascar and was named after the American financier and gem enthusiast, J.P. Morgan. The ring, created by Deonée le Roux Jewellers, is a beautiful amalgamation of past and present, blending the classic allure of morganite with the contemporary elegance of rose gold and diamond accents. Established in 2009, Deonée le Roux Jewellers is a family-run business that specialises in custom designs and offers full-spectrum in-house services of gemmology, watchmaking and goldsmiths.

HOW TO ENTER

Go to @yourluxury_africa on Instagram, like our page and follow the link in the bio to secure your entry. Alternatively, you can enter on our website, yourluxury.africa, where you'll also find the latest luxury trends and style.

CLOSING DATE
31 January 2024

Deonée le Roux

THE DESIGNER JEWELLER
since 2009
deoneelle Roux.co.za

**JEWELLERY
COUNCIL
SOUTH
AFRICA**

For a list of jewellers in your area call:
(011) 484 5528,
or jewellery.org.za
or email:
advertising@jewellery.org.za

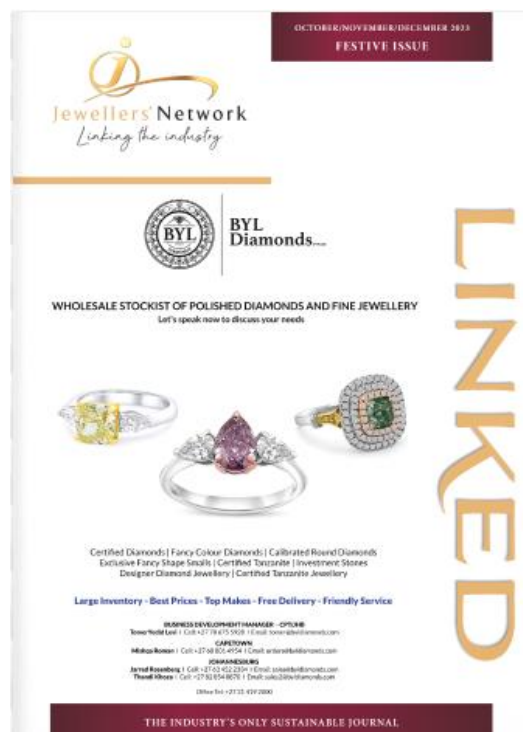
TERMS & CONDITIONS: The competition opens at 6am on 21 November 2023 and closes at 6am on 31 January 2024. The prize must be given up for receipt, as awarded and cannot be transferred to any other person, aside as outlined in law. The competition is open to all residents of South Africa who are 18 years of age, except employees of Jewellery Africa. The Jewellery Council of South Africa is located at Deonée le Roux Jewellers. By entering, you are giving the full copyright and will be allowing access to specific offers, publication content and marketing material. JCAZ (JEWELLERY COUNCIL OF SOUTH AFRICA) does not warrant any right to privacy and therefore are to refuse any copyright with the right ownership of the JCAZ ACT, which regulates the release in which we collect personal data. Please read clearly any personal information you have provided to us.

COMMUNICATIONS

Communication Tools

Jewellers' Network Directory and Jewel Trader

The council has continued a good relationship with Jewellers' Network, and we partner on industry projects to promote the industry, the Jewellery Council, and its members. We appreciate the publicity opportunities offered by Jewellers' Network and look forward to working together in the New Year.



Publicity

The council utilises all opportunities to publicise itself and its members, specifically on social media platforms until such time as our financial position allows us to market jewellery generically on other media platforms. Being a non-profit company, we plan our publicity budgets well in advance.

Employment-seekers List

The JCSA holds a list of employment-seekers in the industry and upon request, we release the list to member jewellery companies. We do not involve ourselves in the actual placing of staff. We merely provide a platform to refer potential employees.

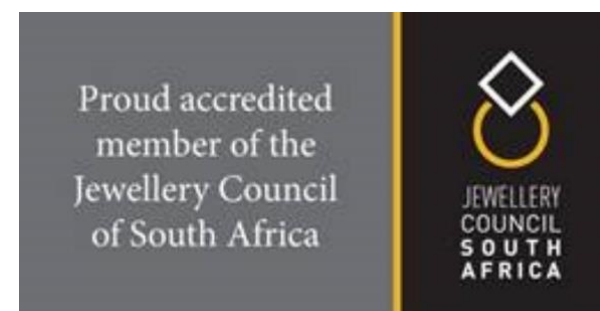
JCSA Marketing Material

The JCSA has a library of marketing material made up of posters on 'SA Land of Gold, Platinum and Diamonds', '4 C's', Diamond Charts, Consumer Education Brochures, A-Frame Show cards which we make available to members to display in their stores and offices.

JCSA Logo – Online Marketing

During the pandemic, consumers moved dramatically toward online shopping channels, and companies and industries have responded in turn by adopting advanced digital technologies. A survey indicated that approximately 79% of South Africans have tried this new shopping behaviour and most consumers have continued using these convenient channels. From online reports, the online jewellery market is set to continue growing.

In this regard, the Jewellery Council encourages members to continue to utilise the Council's logo in all their online marketing, to ensure Consumer Confidence in dealings with the public. By displaying the JCSA logo, a jeweller announces that they abide by a code of ethics and conduct, and consumers can buy with confidence.



FINAL THOUGHT



Any Association is only ever as strong as the total sum of its members, and we therefore encourage you to participate and make use of the opportunities offered by the Jewellery Council.

Unless industry takes the initiative to work with organisations, they may not necessarily get the most out of the relationship!

For more information on the council, its activities and how to become a part of a responsible jewellery community,

visit our website at www.jewellery.org.za;

Contact us on 011 484-5528 or email admin@jewellery.org.za

